

International Blockchain Network of Independent Filmmakers



FULL- WHITE PAPER

**THE PLATFORM FOR FINANCING, PRODUCTION AND
DISTRIBUTION OF FILM PROJECTS - BASED ON
BLOCKCHAIN TECHNOLOGY**

www.movchain.com

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1. INTRODUCTION

*Our main goal – it is to create a new, developed, and independent system of the world film industry, in which every film will pay off, and every second will bring profit to its creators and investors! To achieve this goal has been developed - **PLATFORM FOR FINANCING, PRODUCTION AND DISTRIBUTION OF CINEMA PROJECTS - BASED ON BLOCKCHAIN TECHNOLOGY.***

More and more enterprises are opening or reorganizing their business using blockchain technology. In recent years, this process is not an accident - it is the economy of the near future. All enterprises operating on the blockchain technology will occupy leading positions and oust enterprises based on the classical economic market model.

Cinema is no exception and occupies a significant part of the modern culture of many countries. Therefore, cinema tokenization is also necessary and justified. In many countries, the film industry is a significant sector of the economy

Movie production is always a time consuming and costly process. Cinema alone is not done - it is always the collective work of a huge number of specialists ranging from the authors of the film (scriptwriter, director, composer) and ending with a simple worker on the cinema area.

To create a full-length film you need to systematically go through three main stages (preproduction, production, post-production) and the final result of this process is the hire of the picture (showing to the viewer). So for which particular movie was filmed.

Investments in film production is also distributed unevenly. Accordingly, the financing of the project is uneven. We have divided the project financing, three stages of the stages of production of the film. Based on the production technology, the investor can invest in the project completely, or divide his investments into parts - preproduction, production, postproduction.

After the longest preproduction stage, the team and the investor, based on the scenario and investment valuation, already understand how much profit the project will bring. If the team is not satisfied with the calculated financial result, then a completely finished project can already be sold at the preproduction stage at the Movchain Film Market, another film company, and recoup its investments.

The production of a film is a costly and laborious process, and only a spectator with his money can appreciate this colossal work of many people. The collected money from the distribution of the picture is always an accurate indicator of the success of the film. The more money the picture collects, the more interesting and more importantly the movie story is closer to the viewer. In the movie business, the viewer votes with money, and in our case a crypto with a Movchain coin.

The more pictures and serials will be shot, the better the film production will be, which will constantly be focused on the viewer, on his emotional needs and such a movie will collect the necessary funds and pay back the production of bringing profit to the authors of the film and its investors

2. ABOUT PROJECT



INTERNATIONAL BLOCKCHAIN
NETWORK OF INDEPENDENT
FILMMAKERS - This is primarily a service
for organizing film production and
distribution of films created by independent
filmmakers, as well as an effective
mechanism for collecting and distributing
funds necessary for the production of films,

TV shows, animation - based on the blockchain technology using crypto
assets (crypto currency).

In order to carry out its function, Movchain Platform launches the Movchain
crypto coin. Crypto currency Movchain is intended for - the execution of
Smart Contracts, the conduct of internal calculations with investors,
filmmakers, actors, partners and spectators. Movchain is used for
remuneration, wages, guarantees, discounts, bonuses. With the financing of
film projects is an analogue of the property copyright on the film.

1. How WORKS

Movchain Platform – This is the International Blockchain Network of
Independent Cinematographers, which is built on the new technological,
and financial principles of interaction between all film production
participants, authors, producers, specialists, investors and viewers. At its
core, Movchain Platform uses blockchain technology.

The application of Smart Contracts increases the purity of transactions
and eliminates fraud factors. Movchain Platform legally ensures that no
one steals your script or movie. Copyrights to the film and financial

investments - everything will be recorded in the blockchain system (distributed database around the world).

2. OPPORTUNITIES FOR PLATFORM USERS IBNIF CINEMADROM

a) **FOR AUTHORS**

Opportunity to film your creative idea independently or in co-authorship. Find a producer, director, creative team and implement your project. Create a scenario group to work on their plan. Sell the script on the online movie market.

b) **FOR PRODUCERS**

The opportunity, without politics and connections, in a short time to collect the necessary budget for the production of the film, start shooting and go to hire. Find the script, the author, the director - for the film version of his plan. Get profit from the film project.

c) **FOR DIRECTORS**

Ability for directors debutants put their first full meter. For experienced filmmakers assemble a team and get funding for their project. For beginning directors take off a short meter for festival rentals. Make a career in cinema.

d) **FOR INVESTORS**

The ability to create a portfolio of projects of different genres, with the optimal ratio of risk and return. Buy and sell property rights to movies and screenplays. Get a profit. Having a library of films, constantly receive deductions from the use of rights to shows.

e) FOR PARTNERS

Opportunity for cinemas and distribution companies to increase distribution fees. For organizations providing services to filmmakers - to get new consumers of their product or service. Enter new regional and international markets. Increase profits.

f) FOR SPECTATORS

Opportunity to choose to watch a movie in a partner's cinema or in the Movchain Streaming service. Receive Movchain crypto coins for watching movies and advertising. To form a rating of film projects, and to make suggestions for improving films. Participate in funding and filming projects. View movies and TV shows of various genres at any time.

g) FOR ACTORS

The ability to get the main roles and supporting roles in film projects around the world. Participate in castings at the screen in a convenient location. Become a co-author, author of the film project. Novice actors constantly improve their acting skills. Become in demand in the film industry

h) FOR FREELANCERS

The opportunity for specialists, cameramen, artists, assistants, property owners, gaffers, translators and other masters in their field to constantly receive new orders and work all over the world. Both for projects on the platform and offplatform.

i) FOR ADVIRTISERS

Ability to select targeting by various geographic, social, age, religious, economic, intellectual and other parameters of the identity of a potential buyer. Gather your loyal target audience, form a community. Invite new customers and enter new markets.

j) FOR BLOCKCHAIN INDUSTRY

The Movchain Platform - attracts capital from the real sector of the economy to the blockchain environment. Develops and popularizes blockchain technology. Creates a new blockchain technology and a crypto coin Movhain, to solve the main problems of production and distribution of films in the world film industry.

3. ECOSYSTEM



All enterprises are connected in a single blockchain network, and automatically interact with each other.

STRUCTURE

- The main management company Movchain.
- Network of international offices Movchain.
- Movie Studio Movchain.
- Distribution company Movchain.
- Streaming service Movchain.
- Online Movie Market Movchain.
- Film agency Movchain.
- Social network of cinematographers Movchain.

4. TEAM

The project represents the core team and Movchain Platform advisors. All team members are experienced and qualified film industry professionals



Albert Wenger

Director and Founder



Martin Hiddleston

CEO and Founder

Albert is a German-American businessman and venture capitalist. Wenger is a managing partner at Union Square Ventures, a New York City.

Martin has held board positions and advisor positions in Sentinel Capital, Palma Capital (UAE), Asia Virtual Pay (China), Livesports and SparkLabs (Korea).



Yosuke Noda

Chief Technology Officer



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Technicians



Kay Yoo

Finance & Operations



Nishant Hada

Mobile platforms



Shelley wren

Global

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